



University of
NORTH ALABAMA

FOUNDATION

DEVELOPMENT COMMITTEE

UNA FOUNDATION

Friday, November 16, 2018; 10:00 – 11:30 a.m.

The Guillot University Center – University Events Conference Room

AGENDA

- I. Welcome.....Brad Botes '83, Chair
- II. Review of Prior Meeting Minutes.....Brad Botes
- III. Derby Day Update – New Ideas to Create Out of Town InterestLaura Hamner
- IV. Helping Development Staff Identify Key Alumni.....Barbie Terry

MEMBERS

Brad Botes '83, Chair
Chester McKinney, Vice Chair
Jim Page '01

Uhland Redd
Nancy Sanford '78
Tom Ross '80

Larry Bowser
Jason Thomas '95

Barbie Terry, Staff Liaison

ARTICLE V, Section 5

The Development Committee shall assist the President of the University and Advancement staff as directed by the Chair in identifying and cultivating potential major donors.



University of
NORTH ALABAMA
FOUNDATION

**MINUTES
DEVELOPMENT COMMITTEE
UNA FOUNDATION**

Thursday, July 19, 2018; 10:00 a.m. – 11:30 a.m.

The Guillot University Center – University Events Conference Room

Present: Chair Nancy Opler, Brad Botes, Joe Campbell, Chester McKinney, Uhland Redd, Tom Ross and Nancy Sanford

Absent: None

Others Present: Jocelyn Barnes, Erin Letson, Jason Thomas and Jim Page

Staff Liaison: Barbie Terry

The meeting was called to order at 10:00 a.m. A welcome was extended by Nancy Opler, Chair. The welcome included an introduction of Jocelyn Barnes, our newest staff member in the Office of Advancement. Chair Opler presented the minutes from the March 15, 2018 meeting to the committee and they were approved as presented. Chair Opler turned the meeting over to Barbie Terry to discuss confidentiality forms, specific list request from committee members to better serve the Office of Advancement and an update on Derby.

Ms. Terry shared the confidentiality forms for the committee members to sign. Everyone signed but they did request a form that includes Foundation Board member because the current form is only for employees and student workers. Ms. Terry will send an updated form to the members. Next there was discussion about members receiving specific list to help the Office of Advancement identify potential donors. The group as a whole would like to receive the invitation list to the Arts and Honors event on August 23. They will reach out to people they know and let us know of others we should invite. Member Nancy Sanford requested a list of theatre, music and art graduates from the 70's and Member Chester McKinney requested a list of graduates from 1973-1978. The other members will bring ideas to the next meeting or e-mail Ms. Terry.

The committee then discussed Derby and ways to improve the fundraising event. There was discussion about taking the event off campus to get more of a draw and the possibility of Turtle Point was well received. Everyone liked the idea but did mention offering a tour of campus or a breakfast on campus to maintain the UNA campus connection. There was extensive conversation about engaging out of town patrons which included a multi-event approach to include breakfast, golf, tours, a hotel block and a shuttle service. Everyone agreed that we need better auction items and a live auction. Member Joe Campbell made the suggestion that we reach out to those involved with Huntsville Arts and Huntsville Hospital because they execute a multi-event approach very well with their annual fundraisers.

The discussion then turned to engaging out of town patrons for all events. Visiting Member Jim Page suggested a stronger relationship with the local tourism office. He suggested piggy backing off of existing town events for our events. For example, hosting our donor dinner in conjunction with Wine Fest so patrons have a reason to make a true trip to the Shoals. Another suggestion is to dovetail with Shindig to incorporate campus events to capitalize on the influx of visitors to Shoals area. Visiting Member Jason Thomas agreed with the idea saying he is bringing 6 clients in town for the Shindig this year. Ms. Terry pointed out that the Arts and Honors event was strategically planned around the Shindig for that reason. Member Brad Botes recommended forming a sub-committee of members from out of town to help us be more proactive in that market.

The meeting adjourned at 11:30 a.m.